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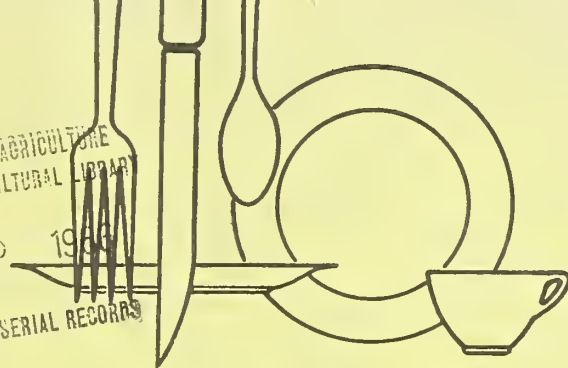
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FOOD

PRE-VUE

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A SUMMARY OF THE FOOD OUTLOOK DESIGNED TO GIVE ADVANCE INFORMATION TO FOOD EDITORS

U.S. Department of Agriculture
Consumer and Marketing Service

January 4, 1966
F P - 102

MEATS..... During the first quarter of 1966 the total supply of red meats is not expected to change much from that in the fall months of 1965, but will be below the first 3 months of 1965. Fed beef production may average above year-earlier levels in the first 3 months of 1966; however, any increase in fed beef output during this period will be more than offset by reduced supplies of pork and lamb. Pork production has been running substantially below year earlier rates this fall and likely will continue below throughout the winter. The number of lambs on feed this fall has been considerably below a year earlier. Consequently, lamb supplies will continue under year ago levels through the January-March period of 1966.

POULTRY AND

EGGS..... In the four weeks ending December 1 marketings of broiler-fryers--based on head slaughtered under Federal inspection--ran 9% greater than a year ago. February marketings also are expected to be about a tenth above a year ago. U. S. egg production on December 1 was 1% larger than a year earlier. Production in February is expected to be smaller than a year ago. Farm marketings of turkeys--based on live weight slaughtered under Federal inspection--for the four weeks ending December 1 were about 4% above the same period last year. On December 1, cold storage holdings of turkeys totaled 278 million pounds, a decline of 82 million pounds during November. Frozen poultry supplies overall on December 1 were 390 million pounds, 17 percent less than a year earlier and 3 percent under average.

DAIRY..... Milk production for the month of November was the lowest for that month since 1960. A further decline in milk cow numbers is in prospect next year, but anticipated gains in output per cow are expected to keep milk production near the current year's level.

VEGETABLES..... Production of winter vegetables included in the December 1 estimate, is 1% under last year's level. Production of winter celery is 11% above last year, broccoli is up 8%, and spinach is up 2. Cabbage stocks in upper New York State in December ran 51% greater than a year earlier. Artichokes, though, are down 15% from last year, and winter lettuce is down 6%. Storage supplies of the late summer crop of onions were nearly 16% greater than last year. Storage stocks of potatoes held by growers and local dealers in the fall-producing areas on December 1 totaled a record 147.7 million hundred-weight. These holdings are 28% above December 1 a year ago. Sweet potato production is 17% above last year, and 4% more than average. Frozen vegetable stocks on December 1 stood at 1,445 million pounds, compared with 1,288 million on December 1, 1964.

FRUITS The 1965-66 orange crop is estimated at 129 million boxes--7% larger than last year and 11% more than average. The Early, Midseason and Navel crops are forecast at 67 million boxes--up 6% from a year earlier, while the Valencia crop is estimated at 62 million boxes, up 7%. Grapefruit production is forecast at 44.2 million boxes, 8% larger than last season and 12% above average. Lemons--at 15.7 million boxes--run 7% larger than the previous season but 3% below average. Tangerines, at 3.5 million boxes, are a tenth below last year but 1% more than average. Here's the latest rundown on the commercial apple crop which totals 135.7 million bushels this year. It's 3% smaller than the previous year's turnout, but 11% larger than the 1959-63 average. These estimates include quantities of mature apples left unharvested due to shortage of labor, disappointing prices, or other economic reasons. In the Eastern States, the crop totaled 67.8 million bushels--up 6% from 1964. The Central States' crop was 28.8 million bushels--7% below last year; Western States, 39.1 million bushels--down 12% from the previous season. The State of Washington led with 24 million bushels; next was New York, 23.5 million; Michigan third, 16 million bushels; Pennsylvania fourth, 11 million; and Virginia fifth, 10.5 million bushels. These five States accounted for 63% of total production. As for varieties, five accounted for 62% of the National crop. Red Delicious, one-fourth of total output; McIntosh, 14%; Golden Delicious, 9%; Rome Beauty, 8%; and Jonathan, 7%. Marketing outlets for prunes and prune products will be well supplied during February with dried prunes and their products from a large crop. A special industry-Government promotion is planned for February. Red tart frozen cherry holdings are second largest of record, totaling 124 million pounds. Frozen fruit supplies were down to 552 million pounds on December 1.

CANNED RED
SALMON The 1965 pack of canned red salmon reached 2 million standard cases, some 1,160,000 cases greater than the previous year's pack. The Canned Salmon Institute is putting on a vigorous industry campaign to reduce these unusually large supplies.

NUTS The 1965 pecan crop is a whopping 264 million pounds, 52% larger than last year and 30% above average. Second only, in fact, to the record rung up in 1963. Walnuts are estimated at 78,400 tons--13% below last year but 7% above average. California's almonds are placed at 69,000 tons, 8% below last year but 11% more than average. Filberts, at 7,640 tons, are 5% under 1964 and 16% below average.

PEANUTS Estimated at 2.490 million pounds, the crop is 13 percent above last year, with a record yield per acre.

The Plentiful Foods Program

The Consumer and Marketing Service of the U.S. Department of Agriculture, through its Plentiful Foods Program, is cooperating in these food campaigns:

INDUSTRY-GOVERNMENT PECAN PROMOTION - January through February 1966

The following foods will be plentiful during the month of February:

FRESH ORANGES, FRESH GRAPEFRUIT, ONIONS, POTATOES, SWEET POTATOES
(EXCEPT WESTERN AREA), RED TART CHERRIES (DISTRIBUTOR LISTING).